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# **Audience Profile Sheet - Resume**

## Audience identity and needs

* 1. Primary audience \_\_\_\_Employer/recruiter \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  2. Other potential readers \_\_\_\_Other employees or your peers\_\_\_\_\_\_\_\_\_\_\_
  3. Intended use \_\_\_\_Display yourself to an employer\_\_\_\_\_\_\_\_\_\_\_
  4. Audience knowledge \_\_\_\_Relevant information on the resume\_\_\_\_\_\_\_
  5. Probable questions \_\_\_\_Further elaboration of detail on resume’s content

1. Audience attitude
   1. Organizational Climate \_\_\_\_Formal environment/office space\_\_\_\_\_\_\_\_\_\_
   2. People most affected \_\_\_\_Yourself and the recruiter/employer\_\_\_\_\_\_\_\_
   3. Probable reaction \_\_\_\_Satisfied/impressed or disappointed\_\_\_\_\_\_\_\_
2. Audience expectations
   1. Purpose of document \_\_\_\_To persuade your recruiter to hire you\_\_\_\_\_\_
   2. Acceptable length \_\_\_\_1 page\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   3. Material important to audience \_\_Relevant knowledge and experience\_\_\_
   4. Intended effect \_\_\_\_To persuade your viability for the role\_\_\_\_\_\_